

### IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for maintaining login preference information of users of a network-based transaction facility, the method comprising:

communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information pertaining to each of the plurality of features, and wherein the login preference information is specific to a user to which it relates and is customized by that user;

receiving the login preference information from the client via the communications network; and

utilizing the login preference information to selectively activate [[any]] a number of the plurality of features, which are identified in the login preference information for [[by]] the [[a]] user, within the network-based transaction facility via the communications network, and wherein activation for the number of the plurality of features is enforced with subsequent login sessions initiated by the user by utilizing the login preference information, after the user provides login information, which is separate from the login preference information and which identifies the user, in order to initiate the subsequent login sessions.

2. (Original) The method of claim 1 wherein the login preference information indicates whether a user password should be remembered for each of the plurality of features.
3. (Original) The method of claim 1 comprising storing the login preference information in a database.

4. (Previously Presented) The method of claim 3 further comprising:  
initiating a user session upon receiving the user login information;  
retrieving the login preference information from the database using the user login information;  
storing the login preference information in a session cookie during the user session;  
receiving a user request to access a selected feature of the plurality of features within the network-based transaction facility; and  
utilizing the login preference information in the session cookie when determining whether to require the user to enter user access information before providing user access to the selected feature.
5. (Original) The method of claim 4 wherein the login preference information is stored in the session cookie in a secured manner.
6. (Previously Presented) The method of claim 3 further comprising:  
receiving a user request not to use a cookie during user online activity within the network-based transaction facility; and  
retrieving the login preference information from the database when determining whether to require the user to enter the user login information before providing user access to a selected feature of the plurality of features within the network-based transaction facility.
7. (Original) The method of claim 1 further comprising:  
presenting a user interface allowing the user to change the login preference information;  
and  
updating the login preference information in a database.

8. (Previously Presented) The method of claim 1 further comprising:  
receiving the user login information;  
determining that the user has previously provided the login preference information; and  
presenting a welcome user interface including user interface information indicating that the user has previously provided the login preference information.
9. (Original) The method of claim 1 including always requiring a user password for any feature involving display of user personal information.
10. (Original) The method of claim 9 wherein the user personal information includes any one of a group comprising credit card information and registration information.
11. (Original) The method of claim 1 wherein the network-based transaction facility is a network-based auction facility.
12. (Currently Amended) A method to control access to a network-based transaction facility, the method including:  
identifying a user associated with a network session that logs into the network-based transaction facility by using user login information; which is separate from user access preferences;  
identifying the access preferences associated with the user, the access preferences indicating selective access requirements to each of a plurality of features provided by the network-based transaction facility, wherein the access preferences identify each of the plurality of features and are customized for the user and the user's interaction with the network-based transaction facility; and  
controlling access to each of the plurality of features in accordance with the stored access preferences.

13. (Previously Presented) The method of claim 12 wherein the controlling comprises implementing different access restrictions to respective features of the plurality of features according to the access preferences.

14. (Previously Presented) The method of claim 12 wherein the controlling requires selectively requiring user identity verification information as a portion of the user login information to access a first feature of the plurality of features in accordance with the access preferences.

15. (Original) The method of claim 14 wherein the user identity verification information comprises a password.

16. (Previously Presented) The method of claim 12 including communicating a request to the user to determine a set of access preferences pertaining to the plurality of features, and storing a response to the request as the access preferences.

17. (Original) The method of claim 16 wherein the request comprises a user interface via which the user composes the response.

18. (Original) The method of claim 16 wherein the user interface comprises a markup language document.

19. (Original) The method of claim 12 wherein the plurality of features includes any one of a group comprising sell, bid, chat, feedback, account information, personalization, tracking and financial features.

20. (Currently Amended) A system for maintaining login preference information of users of a network-based transaction facility, the system comprising:

a display function to communicate user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information selectively pertaining to a number [[each]] of the plurality of features after a user has logged into the network-based transaction facility via the login interface with login information, which is separate from the login preference information, and the login preference information selectively identifies [[a]] the number of the plurality of features to activate for the user;

a receive function to receive the login preference information from the client via the communications network; and

an access function to utilize the login preference information [[when]] for selectively controlling user access to the number [[any]] of the plurality of features identified by the login preference information within the network-based transaction facility via the communications network, and wherein the number of the plurality of features are customized to the user via the login preference information.

21. (Currently Amended) A system to control access to a network-based transaction facility, the system including:

a user identification function to identify a user associated with a network session that logs into the network-based transaction facility, the user identification function utilizes user login information, which is separate from user access preferences;

a receive function to identify the access preferences customized for associated with the user after the user is identified, the access preferences selectively identifying selective ~~indicating~~ access requirements to a number [[each]] of a plurality of features provided by the network-based transaction facility; and

an access function to control access to the number [[each]] of the plurality of features in accordance with what is identified in the access preferences for the identified user.

22. (Currently Amended) A system for maintaining login preference information of users of a network-based transaction facility, the system comprising:

a first means for communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information selectively pertaining to a number [[each]] of the plurality of features;

a second means for receiving the login preference information from the client via the communications network; and

a third means for utilizing the login preference information to selectively activate the number [[any]] of the plurality of features within the network-based transaction facility via the communications network, wherein activation is enforced for subsequent login sessions into the network-based transaction facility by using the login preference information, after the user provides login information and after the user is identified, wherein the login information is separate from the login preference information, the login information is used to initiate the subsequent login sessions and the login preference information is used to drive the number of the plurality of features within the network-based transaction facility that are customized and made available to the user for the subsequent login sessions.

23. (Currently Amended) A system to control access to a network-based transaction facility, the system including:

a first means for identifying a user associated with a network session that logs into the network-based transaction facility with user login information, which is separate from user access preferences;

a second means for identifying the access preferences associated with the user, the access preferences selectively indicating access requirements to a number [[each]] of a plurality of features provided by the network-based transaction facility; and

a third means for selectively controlling access to the number [[each]] of the plurality of features in ~~accordance~~ in response to what is identified within [[with]] the access preferences for the user, wherein the number of the plurality of features are customized for the user.

24. (Currently Amended) A computer readable medium that provides instructions, which when executed on a processor, cause said processor to perform operations comprising:

communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information selectively pertaining to a number [[each]] of the plurality of features, wherein the client provides login information to login to the network-based transaction facility, and the login information is separate from the login preference information, the login information permits the network-based transaction facility to identify the a user and identify the number of the plurality of features selectively customized for that user as the login preference information;

receiving the login preference information from the client via the communications network; and

utilizing the login preference information to selectively activate the number [[any]] of the plurality of features within the network-based transaction facility via the communications network in response to the login preference information.

25. (Currently Amended) A computer readable medium that provides instructions, which when executed on a processor, cause said processor to perform operations comprising:

identifying a user associated with a network session that logs into the network-based transaction facility with user login information that is separate from user access preferences;

identifying the access preferences associated with the user in response to identifying the user with the user login information, the access preferences selectively indicating access requirements to a number [[each]] of a plurality of features provided by the network-based transaction facility; and

controlling access to the number [[each]]h of the plurality of features in response to what is included within ~~accordance with~~ the access preferences, wherein the number of the plurality of features are customized for the user.